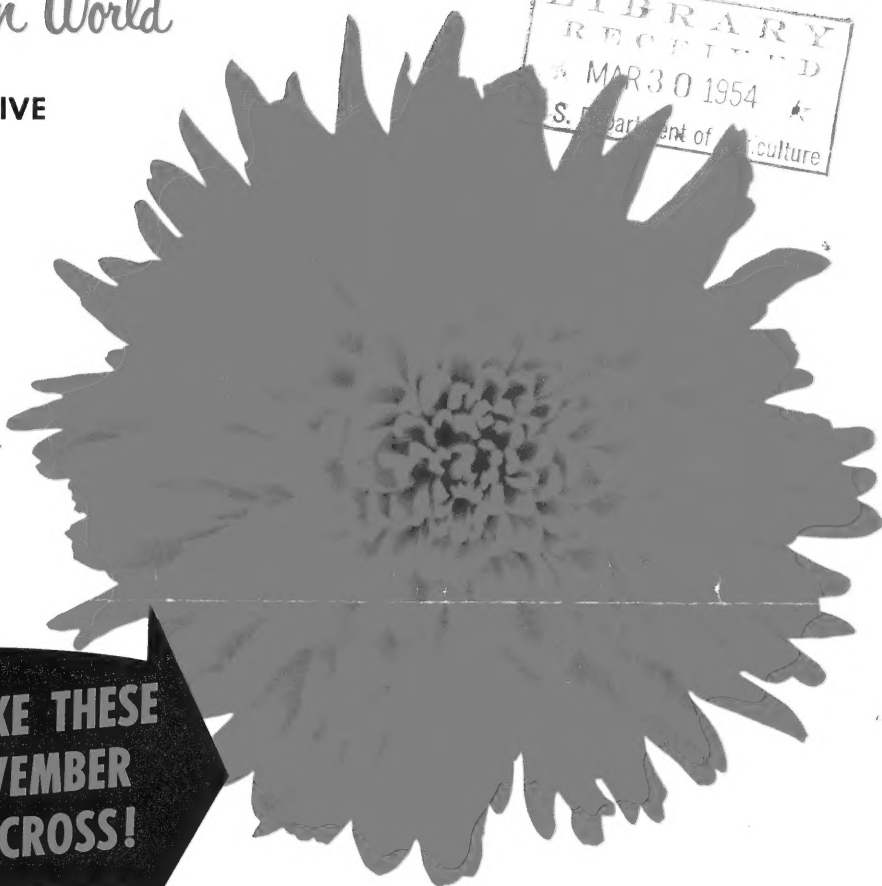


The miracle of the Garden World

JACKSON & PERKINS EXCLUSIVE

GIANT BIRD MUMS

HUNDREDS OF BLOOMS LIKE THESE
FROM AUGUST TO NOVEMBER
—EACH ONE 3½" TO 5" ACROSS!



Keep Your Garden Glowing
With Color From August to Thanksgiving—
Long After Other Flowers Have Finished!

- Many Actually Start Blooming in August!
- Masses of Cut Flowers Until November!
- Hundreds of Blooms on a Single Bush!
- Exceptionally Easy to Grow — Just Put Them in the Ground — That's All!
- All Guaranteed to Live and Bloom in Your Garden this August — Right to November!

WHY J & P GIANT MUMS ARE SUPERIOR TO ORDINARY VARIETIES

Imagine having glorious masses of brilliant color in your garden all Fall long—in August, in September, October, even in November when there is frost on the ground! Imagine being able to pick armfuls of huge, colorful blooms long after most gardens are barren of any flowers! Well, that's exactly what you can do *this* Fall—if you plant these sensational superblooming J&P Giant Mums this Spring!

EARLY BLOOMING! LONG LASTING!

Unlike ordinary chrysanthemums, these brand-new exclusive J&P varieties are *early blooming*—actually begin flooding your garden with color in late August. Yet—because they are *Northern-grown* (which makes them hardier and more frost-resistant)—they actually last longer . . . will bloom even in November when all other flowers have long since finished!

And what breathtaking blooms they produce. Not the small, pale 2-inch flowers you are accustomed to seeing on ordinary mums—but huge, vividly-colored blooms *up to 5 inches across* . . . borne in *immense clusters* of 5 to 15 flowers . . . up to 10 times as many blooms as on old-fashioned mums! What's more, this new hardy J&P strain is exceptionally *easy to grow*. Just dig a hole about 6 to 8 in. deep, and about 18 in. apart—put in your plant, cover it, water it—and that's all. They're *guaranteed* to live and bloom in *your* garden this Fall—and for years to come!

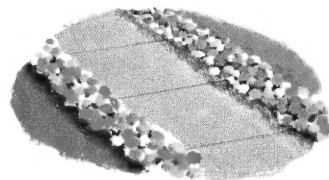
EXCLUSIVE WITH JACKSON & PERKINS

Remember—these brand-new superblooming Giant Mums are **EXCLUSIVE** with Jackson & Perkins and *cannot* be obtained from anyone else! To have them blooming in your garden *this* Fall—you must order from us! Do it **NOW**.

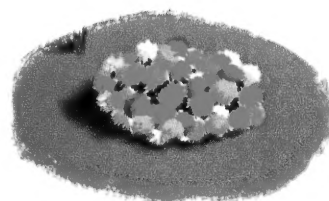
Just a Few of the Uses
For J & P Giant Mums:



STRIKING EFFECTS
IN FRONT OF EVERGREENS



COLORFUL BORDERS
ALONG PATHS, WALKS, ETC.



GLORIOUS CENTERPIECE
FOR YOUR LAWN

See all the glorious colors you can get—just turn this page

Seagull

Tanager

Swallow

Killdeer

Grosbeak

**LOOK AT THE BRILLIANT COLORS
YOU CAN HAVE IN YOUR GARDEN
THIS AUGUST TO NOVEMBER!**

EACH BLOOM 3½" to 5" ACROSS

GROUP No. 1—\$4.95

(Includes one of each of the following):

GROSBEAK (Pl. Pat. #1132) An unusual combination of smart pink petals and rich bronze centers. Produces 3½" blooms. 3 ft. plant.

KILLDEER (Pl. Pat. #1131) Bright golden-bronze color. Frilled petals are 3½" across. Blooms early September right through October.

SEAGULL (Pl. Pat. #1130) Giant 5" flowers have compact cream-colored centers, pure white outer petals. One of the largest Mums!

TANAGER (Pl. Pat. #1129) As pretty and cheery as its namesake. 3½" bright crimson-cherry-red flowers. Free blooming.

SWALLOW (Pl. Pat. #1106) Soft coral-pink opening into a double, buff-colored flower about 4¼" across. Lovely irregular petals.

CANARY (Pl. Pat. #1113) Perfectly symmetrical 4" blooms have a rich golden-yellow color. Excellent keeper when cut for indoors.

GROUP No. 2—\$4.95

incl. one of each of the following:

COCKATOO (Pl. Pat. #1171) Clean lemon to cream-white, lightening at edges, with petals arranged like the crest of the Cockatoo.

TOWHEE (Pl. Pat. #1169) Starts red with reverse of petals golden. 3½" flowers soften to gold-tipped maroon, finish bronze.

THRUSH (Pl. Pat. #1168) Warm soft peach color with light suffusion of yellow in the center. Full broad-petaled 5" flower.

PHEASANT (Pl. Pat. #1162) Vibrant autumn bronze 5" blooms. Center of bloom is a warm burnt-orange, softening to a pinkish-bronze, finally a tawny yellow.

GOLDFINCH (Pl. Pat. #1166) Sparkling 4½" blooms of golden-yellow. Flower is perfect; strong, stiff, frost-resistant petals. 3½ ft. tall.

CARDINAL (Pl. Pat. #1165) Half-open blooms are deep red and soften to bronze-red. Plant grows 3 feet high—blooms profusely.

GROUP No. 3—\$4.95

incl. one of each of the following:

ROBIN (Prop. Rights Reserved) Entirely new color! A rich strawberry red when partially opened—and a warm strawberry-bronze when fully opened! Giant 5" blooms.

MEADOWLARK (Prop. Rights Reserved) Gay golden-tan decorative blooms are 4" across—and produced in great quantities. 3 ft. plant.

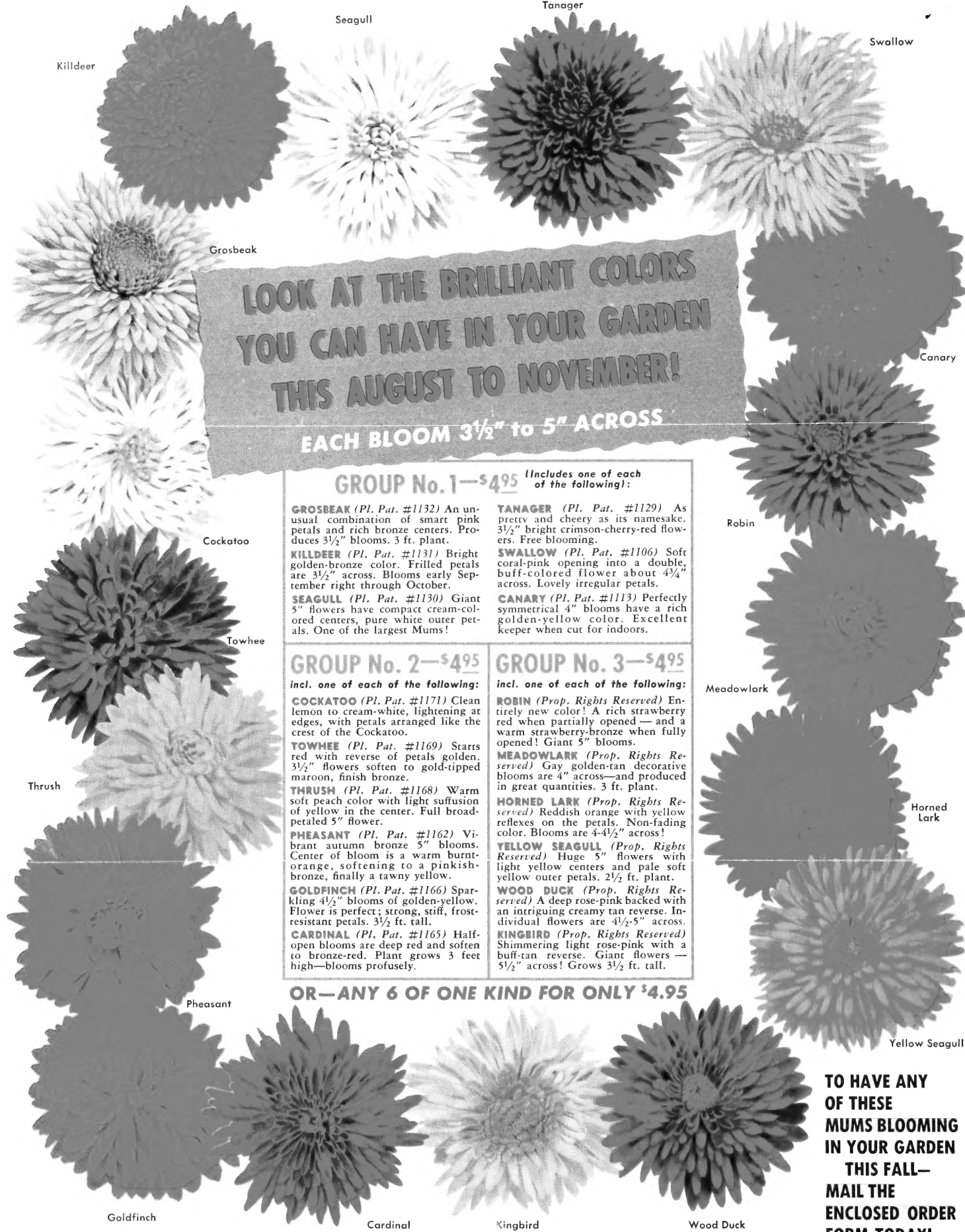
HORNED LARK (Prop. Rights Reserved) Reddish orange with yellow reflexes on the petals. Non-fading color. Blooms are 4-4½" across!

YELLOW SEAGULL (Prop. Rights Reserved) Huge 5" flowers with light yellow centers and pale soft yellow outer petals. 2½ ft. plant.

WOOD DUCK (Prop. Rights Reserved) A deep rose-pink backed with an intriguing creamy tan reverse. Individual flowers are 4½-5" across.

KINGBIRD (Prop. Rights Reserved) Shimmering light rose-pink with a buff-tan reverse. Giant flowers—5½" across! Grows 3½ ft. tall.

OR—ANY 6 OF ONE KIND FOR ONLY \$4.95



Cockatoo

Towhee

Thrush

Pheasant

Goldfinch

Cardinal

Kingbird

Wood Duck

Robin

Meadowlark

Horned Lark

Yellow Seagull

**TO HAVE ANY
OF THESE
MUMS BLOOMING
IN YOUR GARDEN
THIS FALL—
MAIL THE
ENCLOSED ORDER
FORM TODAY!**

Jackson & Perkins Company, Newark, NEW YORK

JACKSON & PERKINS CO.

World's Largest Rose Growers

Telephone
Newark 1550

NEWARK, NEW YORK • • THE ROSE CAPITAL OF AMERICA

WHY I HAVE INSTRUCTED OUR SHIPPING DEPARTMENT TO SEND YOU OUR NEWEST EXPERIMENTAL
GIANT BIRD MUM No. 49-1249--ABSOLUTELY FREE!

Dear Friend:

I have just finished reading our Research Department's final report on the completed tests of a truly remarkable new chrysanthemum--known to us as Plant No. 49-1249.

I have rarely seen such an all-out endorsement of any of our plants--and since this new mum created such a stir among our own experienced, veteran hybridizers, I just felt I had to tell you all about it.

Well, just what is so special about Plant No. 49-1249? For one thing, its color. Normally, it takes only two or three words on the Final Test Report to describe a plant's color...but not in this case. For Plant No. 49-1249 is not one single color, two colors or even different shades of the same color--but a fascinating combination of all the most glorious colors of Autumn!

ALL THE COLORS OF AUTUMN--ON THIS ONE MUM!

Yes, on this one single plant, you have all the most popular Fall colors... bronze, gold, yellow, buff, burnt-orange...ALL ON EACH PETAL OF THE PLANT AT THE SAME TIME. That's right. There's no fading from one color into another--every single petal captures and displays the whole spectacle of Autumn simultaneously. I've seen this Mum blooming in our experimental greenhouses--and it's absolutely breathtaking!

Then there's its exquisite form...perfectly symmetrical...with beautifully frilled petals. And it's a FULL Flower--the Report states that there are OVER 250 PETALS ON EVERY SINGLE BLOOM. Imagine that! 250 petals--each one brilliant with the full color range of Autumn.

As for size--it produces blooms up to 4 full inches across--TWICE AS BIG as the ordinary garden mum most of your neighbors grow. Yes, 4" across--big enough to make it eligible for membership in our world-famous series of Giant Bird Mums...a strain acclaimed by gardeners everywhere as being the biggest, hardiest garden mums ever created...an amazing strain of Giant Mums that start blooming much earlier than ordinary mums, yet keep blooming right up to Thanksgiving!

THIS NEW MULTI-COLORED MUM IS YOURS--ABSOLUTELY FREE!

Honestly, I really wish each and every one of you could come to visit me this Fall, and actually see this glorious new Mum burst into bloom in our fields. For I know that once you see it, you won't want to be without it.

But since it's impossible for all of you to come here, I'd like to do the next best thing. I want to send you, ABSOLUTELY FREE, one of these new Mum plants. You see, we have a few thousand of them now which we grew for experimental purposes...

FOREMOST HYBRIDIZERS AND INTRODUCERS OF MODERN ROSES AND PERENNIALS
VISIT OUR ANNUAL FESTIVAL OF ROSES FROM JUNE 15th TO OCTOBER

and I want to give you one of these test plants, with my compliments. That way you can see for yourself why our Research Department turned in such an enthusiastic report on Plant No. 49-1249...and you can experience the thrill of having a prized new plant a full season before it becomes available to the gardening public. And at the same time, you will see the beautiful blooms that you can expect from all of our Giant Bird Mums.

SUPPLY VERY LIMITED--SEND FOR YOUR FREE PLANT NOW!

All you have to do is ask for the plant we have reserved for you...on the enclosed order form. Naturally, the quantity is very limited as we are just going into full-scale production on this Mum--so I sincerely urge you to request yours now.

As I said before, No. 49-1249 is the very newest member of our own exclusive Giant Bird Mums...and if you've grown these mums in your garden, I don't have to tell you anything about them. You already know how colorful they are, how hardy, how long-lasting!

However, if you have never planted J&P Giant Bird Mums before, you have a real treat in store for you. Just take a look at the attached circular...which lists and illustrates the 18 beautiful varieties. Just picture them blooming in your garden this August, September, October, even in November...just imagine being able to pick armfuls of huge colorful blooms when most gardens are barren of any flowers...just think of having all these gorgeous, brilliant colors glowing in your garden long after other flowers have finished!

Furthermore, ALL these J&P Giant Mums are POT GROWN! What does that mean. Simply this--each plant is grown in an individual pot filled with specially formulated potting soil. When we ship your plants, we leave them right in the potting soil... 6 plants to a carton separated and secured so that it arrives in perfect condition ...so they suffer no shock in transit. In fact, they actually keep on growing even while they're in the post-office. You plant them--soil and all--in your garden. That's why we can GUARANTEE them to live and bloom!

To order any of the Giant Bird Mums--and to receive your absolutely FREE experimental Mum No. 49-1249--mail the enclosed order form today.

Incidentally, you'll notice that the enclosed order form bears a number. That's your priority on this Free Mum No. 49-1249. The quantity is very limited and you have first choice. However, if you do not wish to receive your free plant, please be sure to let me know so we can transfer your priority to someone else.

Yours for a more beautiful garden...

Sincerely



C. H. Perkins